

NHTSA 2010 Communications Calendar

Occupant Protection – Impaired Driving – Motorcycles

January 2010							February 2010							March 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24 31	25	26	27	28	29	30	28							28	29	30	31			
April 2010							May 2010							June 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23 30	24 31	25	26	27	28	29	27	28	29	30			
July 2010							August 2010							September 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
October 2010							November 2010							December 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24 31	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	Jan. 2011 1 2 3

Note: Calendar dates and themes are subject to change.

February 1-8, 2010

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

March 9 – 17, 2010

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

May 2010

Motorcycle Safety Month
Primary Message: Motorists and Motorcycles Share the Road

May 24 – June 6, 2010

Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: Click It or Ticket

June 20 – July 4, 2010

Fourth of July
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.
Buzzed Driving Is Drunk Driving

National Ride to Work Day
Primary Message: Motorists and Motorcycles Share the Road

August 20 – September 6, 2010

Impaired Driving
National Enforcement Crackdown
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

September 19 – 25, 2010

National Seat Check Saturday (September 25)
CPS Week
OCCUPANT PROTECTION
Primary Message: 4 Steps for Kids

October 17 – 24, 2010

National Teens Driver Safety Week
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.

October 25 – 31, 2010

Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.

November 28 – December 11, 2010

Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2010 – January 2, 2011

Holiday Season
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

